



Connect to Success Mentee Profile

Logo:



Name of Company:

Liliana Alves Jewelry

Give a brief description of the company.

Liliana Alves – Jewelry Design is a business of jewelry design and production with focus on working noble materials like silver, gold or gold plated, semi-precious gems, and other materials. After 6 years of work, my brand has accomplished relative positioning both in national (Portuguese) and international markets with demand in Switzerland, Canada and Angola. This is due to the special identity of the design and construction of the pieces distinguishing them from everything else in the market, as well as, when designing, giving special attention to the elegance and harmony of the forms. Also, the international press has noticed my work and Liliana Alves – Jewelry Design was featured

What does your business hope to achieve through Connect to Success's Corporate Mentoring Program?

With this program, i hope to become aware of a different market, of different business methodologies, possibly new production strategies and how to position in the U.S. jewel market in order to create a good opportunity of inserting my jewelry brand in the United States market in a more effective manner.

I am also very confident that I may have much professional knowledge and information to share with the hosting institution as well as knowledge of techniques I have learned of the Portuguese jewelry, which I use in my own work, like the Portuguese Filigree (soon to be considered UNESCO's World Heritage).

I believe that with this exchange and sharing of information I will have the opportunity to open new pathways into a new and prosperous market for my work and in that way proceed with my company's internationalization process.

I will also be glad to share my professional experience and point of view as a jewelry designer and entrepreneur.

I believe all this exchange experience will be very helpful to the future growth of my company.